

ASTM AND CPD PRESENT INCLUSIVE AND QUALITY HOSPITALITY GUIDELINES TO MOTORWAY SERVICE AREA OPERATORS

In cooperation with CPD – *Consulta per le Persone in Difficoltà ODV ETS* (Council for People with Difficulties), a series of recommendations have been drawn up and presented to operators with a view to guiding and supporting those who plan, manage and work in service areas.

The aim of the initiative is to promote a reception service to welcome and meet the needs of a broader range of people, including those with difficulties of various kinds.

Tortona, 27th February 2025 - The ASTM Group is one of the world's leading infrastructure players in motorway concession network management, in the design and implementation of EPC projects and in applied infrastructure technology. Today, in collaboration with CPD - *Consulta per le Persone in Difficoltà*, it presents to its motorway network service area operators a new set of guidelines to foster caring, accommodating and inclusive reception for an increasingly wide range of people.

The Disability Agenda is an innovative project created by Fondazione CRT and CPD to take up the challenges of the UN 2030 Agenda. As part of this broader project, ASTM has collaborated with CPD to launch an awareness-raising campaign aimed at improving accessibility and reception quality in the service areas of its Italian motorway network, which has reached over 1,100 km and includes 56 service areas.

The resulting recommendations will be apt to inspire improvement proposals both for the services currently offered on the motorway network and for those to be provided through future tender procedures.

The document, presented today to all major industry operators, including Autogrill Gruppo Avolta, Chef Express Ristorazione Commerciale, EG Italia, ENI, IP, MY Chef, Q8, Sarni Ristorazione and Tamoil Italia, provides solutions for those who wish to ensure that people with disabilities can fully and independently access and utilize the spaces and services within their establishments.

It is the result of a close collaboration between the ASTM Group and CPD - *Consulta per le Persone in Difficoltà ODV ETS*, which has ably pooled its willingness and specific technical-scientific knowledge to improve the accessibility and usability of spaces for the benefit of people and communities. Emerging from a structured and shared process, the recommendations not only adopt universal design criteria to best meet the needs of all but also provide an overview of the functional characteristics of the relevant environments and emphasise the importance of training operators to acquire vital knowledge for both every day and emergency operating circumstances.

The innovative side of the initiative mainly concerns a paradigm shift, moving beyond traditional norms to embrace a new concept of reception that welcomes all types of users. It is essentially a strategic guide that assists all those who, within their own activities, want to put people with disabilities in a position to enjoy spaces and services in total autonomy. Some examples might be a checkout counter set at the right height to make it easy for anyone to pay, a refuelling area that allows unimpeded access to fuel, or the use of facilitated communication that provides clear information to people with cognitive difficulties.

For anyone who wants to learn more about the structural and perceptive accessibility of service areas, the recommendations presented to industry operators today are available on the websites of all Group motorway concessionaires, whose motorway network stretches for some 1,100 km.

Motorway service areas serve millions of travellers every year and, together with the fundamental and complex management of safety and motorway operations in general, help define the service offered to customers, including those with temporary or permanent disabilities. This project, realised in collaboration with CPD, is part of ASTM's broader sustainability strategy. The company sees itself not only as an economic operator, but also as a promoter of the wellbeing of the communities of the territories that host its infrastructures.

ASTM Group is among the leading global infrastructure players in the management of motorway concession networks, EPC design and construction projects and technology for infrastructures. Operating in more than 15 countries, with about 16,500 employees and associates, the Group adopts a "one-company" business model incorporating integrated skills that cover the entire value chain of the infrastructure sector. ASTM Group is the second largest operator in the world in the management of motorway infrastructure with a network of approximately 5,900 km, with more than 1,400 km of this in Italy, 4,800 km in Brazil – through the company EcoRodovias – and 84 km in the United Kingdom, through its subsidiary Road Link.

The CPD - Consulta per le Persone in Difficoltà ODV-ETS is a voluntary organisation operating in the Third Sector. Since its foundation in 1988, it has pursued the goal of helping to improve the scope of social inclusion for persons with difficulties, particularly with regard to socially vulnerable people or those with disabilities. The group implements projects and initiatives to foster inclusiveness, autonomy and the wellbeing of society as a whole, and is at the forefront in dismantling prejudice and breaking down the physical and cultural barriers that divide those with and those without disabilities. Its goal is to achieve integration in which people can be equal in diversity.

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